

Genetic Immunity, InPlay: Company to attend CLINAM European Conference for Clinical Nanomedicine

BUDAPEST, Hungary, April 23, 2009 – Power of the Dream Ventures, Inc. (OTC BB: PWRV), Hungary's premier technology acquisition and development company, is pleased to present this Genetic Immunity release, based on a previously announced agreement whereby Power of the Dream Ventures will issue communications for Genetic Immunity on an ongoing basis.

Genetic Immunity is pleased to announce that Julianna Lisziewicz, Chief Executive Officer of the Company will be presenting at the European Conference for Clinical Nanomedicine, to be held from April 26-29, 2009 at the Basel Convention Center in Basel, Switzerland.

“The participants of this conference are working on nanotechnology-based drugs and biologics which have novel forms of therapeutic functionality meant to improve their efficacy and limit their negative side-effects. The interest in this clinical nanomedicine conference suggests that European entrepreneurs can be competitive globally and perhaps even spearhead the development of Nanomedicines. With our lead Nanomedicine Vaccine, the DermaVir Patch which is already in Phase II clinical trials, we are pioneering the field of Nanovaccines. Nanovaccines are just emerging as potential treatment and prevention solutions, and have recently gained recognition in the treatment of HIV, cancer and hepatitis. I look forward to exchange scientific and business information with other participants at the conference,” commented Julianna Lisziewicz, CEO of the Company.

The European Conference for Clinical Nanomedicine is the annual scientific conference uniting clinicians and nanoscientists who have the common vision to apply nanoscience methods, tools and materials to the benefit of patients. It is a conference with European emphasis and international participation.

About Genetic Immunity

Genetic Immunity is a US/Hungarian development stage biopharmaceutical company establishing leadership in Nanomedicines for immune amplification. Nanomedicine, an offshoot of nanotechnology, refers to highly specific medical intervention at the molecular scale for treating disease or repairing damaged tissues. By leveraging its proprietary immune amplification platform technology, the Company aims to address new markets for infectious diseases, cancer and allergies through the discovery, development and commercialization of topically administered nanomedicines. These indications represent a significant unmet medical need and the potential for alternative treatment approaches. <http://www.geneticimmunity.com>

About Power of the Dream Ventures

Power of the Dream Ventures, Inc. is a leading technology holding company. We identify and harness the unique technological prowess of Hungary's high-tech industry, turning promising ideas and ready to market products/technologies into global industry leaders. We focus on developing, acquiring, licensing, or co-developing technologies that originate exclusively in Hungary that are in prototype stage based on existing patents; in prototype stage prior to patenting; existing products that require expansion capital to commercialize; emerging science and high-technology research projects that require help in patenting, developing the product and

marketing, University spin-off technologies, and ideas from the very early stage that represent "disruptive technologies." We primarily focus on providing enabling solutions in the fields of environmental technologies, power generation and storage, software products and services, biotechnology, medical devices and what we call 'disruptive technologies.' For more information please visit our website at <http://www.powerofthedream.com>

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